

Organization	Amount Funded to Organization	Project Title	Description	Project Budget
New Jersey Department of Agriculture	\$801,172.90	1. Promoting Consumer Knowledge and Consumption of Specialty Crops	The Franklin Food Bank will increase child and adult nutrition knowledge and consumption of specialty crops through the delivery of a nutrition program that will provide hands-on training and materials.	\$22,307.00
New Jersey Department of Agriculture	\$801,172.90	2. Find NJ Wines -Building a Resource Tool & Marketing Campaign	The Garden State Wine Growers Association (GSWGA) will increase awareness & sales of NJ wines by developing and marketing a detailed online tool which provides a centralized resource for locating NJ winery outlets and retail opportunities, thus increasing consumption & the consumer base.	\$30,000.00
New Jersey Department of Agriculture	\$801,172.90	3. Fast-Track Harvest: Investigating Strategies to Shorten Vegetable Crop Growth Time to Aid Food Insecurity Better and Faster	Geogreens Charities, with the College of New Jersey, will conduct an innovative research endeavor aimed at significantly shortening the growth cycle of key vegetable crops to improve agricultural productivity, distribution, and food security.	\$19,630.00
New Jersey Department of Agriculture	\$801,172.90	4. Improving the Production, Marketing and Quality of Authentic New Jersey Local Honey through Sustainable Beekeeping	The New Jersey Beekeepers Association (NJBA) will increase public awareness and consumption of locally produced New Jersey honey and provide beekeepers with the skills necessary to increase honey production and marketability while producing a top-quality product. NJBA will promote local New Jersey honey with outreach and marketing strategies for both beekeepers and consumers, focusing on the honey production process and informing New Jersey residents where they can purchase honey from a local New Jersey beekeeper.	\$20,000.00

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New Jersey Department of Agriculture	\$801,172.90	5. Project to Maximize the Effectiveness of the Jersey Fresh Advertising Program in 2025 and Beyond	The New Jersey Department of Agriculture (NJDA) seeks SCBG funding to increase awareness and purchases of locally grown crops intended to increase NJ farmers' sales utilizing a marketing campaign with various tactics to promote the Jersey Fresh brand and maximize reach of our target audience.	\$390,572.66
New Jersey Department of Agriculture	\$801,172.90	6. Targeted Marketing Enhancements For New Jersey Blueberries	As part of a more extensive research and promotion program, The New Jersey Blueberry Growers Association seeks Specialty Crop Block Grant funding for a project to promote awareness and purchase of local Jersey Fresh Blueberries.	\$15,000.00
New Jersey Department of Agriculture	\$801,172.90	7. Jersey Fresh Peaches Buy Jersey-Buy Local Modernized Marketing Campaign	The New Jersey Peach Promotion Council will implement a marketing campaign shifting towards more digital marketing. The objective is to get as much "top of mind" awareness leading up to and during the peak Jersey peach season.	\$15,000.00
New Jersey Department of Agriculture	\$801,172.90	8. Specialty Crop Nutrition, Culinary, and Gardening Education	Rolling Harvest Food Rescue (RHFR) will enhance awareness for produce specialty crops and encourage increased consumption and purchase by providing educational workshops featuring specialty crop identification, nutrition, preparation, and growing information for low-income families at HomeFront (Mercer County, NJ), where we will focus on food security, access, and sovereignty.	\$22,307.00
New Jersey Department of Agriculture	\$801,172.90	9. Multiscale Autonomous Drone Mapping of Specialty Crop and Field Characteristics	Rowan University will develop a platform to map the fields and individual plants of specialty crops using autonomous aerial drones, in order to efficiently and rapidly characterize field geometry, crop configuration, and plant health. This initiative will aid in the routine assessment of growth patterns and the early detection of anomalous plant health, due to variations in water and nutrient access or the incursion of disease agents. The automated system will be trained on specialty crops grown in a variety of contexts (e.g., blueberry fields, cranberry bogs, orchards) to yield a generalizable set of tools that can be deployed to different crop characteristics.	\$22,307.20

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New Jersey Department of Agriculture	\$801,172.90	10. AI-Based Characterization of Plant Architecture to Improve Weed Competitiveness in Cranberry	Rutgers University will request a TraitFinder sensor to be housed at the P.E. Marucci Center for Blueberry and Cranberry Research, which will allow for automated and precise measurements to be taken continuously on cranberry vegetative growth rates and habit, and hence the selection of material to be evaluated in field for weed competitiveness. The evaluation of this trait is economically important to the NJ cranberry industry as it has the potential for identifying and breeding for crop sustainability.	\$39,999.00
New Jersey Department of Agriculture	\$801,172.90	11. Evaluating White Grub Populations in Blueberries Planted With Fescue Grass Row Middles	Rutgers Cooperative Extension will evaluate white grub densities in blueberries planted with grass as a cover crop in crop row middles by trapping and collecting grubs to report impact on pests in blueberries and provide recommendations to growers.	\$39,999.00
New Jersey Department of Agriculture	\$801,172.90	12. Developing Critical Boxwood Pest Recommendations and Trialing Alternative for NJ Nurseries & Landscape	Rutgers will address new and emerging boxwood problems (boxwood blight and boxtree moth) by developing science-based recommendations and conducting boxwood alternative crop performance trials in NJ field settings.	\$39,970.00
New Jersey Department of Agriculture	\$801,172.90	13. Development of a Disease Risk Evaluation Service Using a Pathogen Qualification to Guide Precision Fungicide Application in Turfgrass Landscapes	The turfgrass pathology laboratory at Rutgers University will enhance the fungicide use efficiency of NJ turfgrass industry by developing a decision support tool which measures disease risks of dollar spot, anthracnose and brown patch diseases.	\$39,994.00

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New Jersey Department of Agriculture	\$801,172.90	14. Promotion, Education, and Outreach for the New Jersey Specialty Crops Industry Focusing on Vegetable and Fruit Crop Production and Marketing	The Vegetable Growers Association of New Jersey is the lead organization for planning, implementing, and executing the annual New Jersey Vegetable Growers Convention that also includes participation by other specialty crop producers for the purpose of networking, educating, providing grants for specialty crop research, and disseminating Land Grant University published specialty crop production recommendations for beginner farmers, organic farmers, small farmers, large farmers and all persons interested in specialty crop production.	\$40,000.00
New Jersey Department of Agriculture	\$801,172.90	Grant Administration	Ensure that the State Agency and sub-awardees abide by Federal and State requirements and regulations by performing pre-award and post-award activities to administer Specialty Crop Block Grant Program funding.	\$40,000.00